



August 2016 Drunk Driving Crackdown  
SAMPLE NEWS RELEASE

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**Contact Name:**  
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FOR IMMEDIATE RELEASE

***Drive Sober or Get Pulled Over***  
**Stepped up drunk driving enforcement aims to reduce fatalities**

After a 28 percent spike in alcohol-involved traffic fatalities in 2015, Michigan law enforcement agencies are teaming-up to keep motorists safe. Beginning Aug. 18 (NAME OF POLICE AGENCY) will conduct stepped up drunk driving enforcement as part of the national *Drive Sober or Get Pulled Over* campaign through Sept. 5.

"Law enforcement officers will be watching. If we see you driving drunk we will stop and arrest you. No second chances," said (DEPARTMENT SPOKESPERSON).

Fifteen people died in 12 traffic crashes during the 2015 Labor Day holiday period, a significant increase from six fatalities during the 2014 Labor Day holiday. Nearly two-thirds of the 2015 Labor Day holiday crashes involved alcohol.

The *Drive Sober or Get Pulled Over* campaign will also include stepped up seat belt enforcement. Buckling up is the most effective method for staying safe in the event of crash. According to an observation study, Michigan's seat belt use rate rose from 92.8 percent in 2015 to 94.5 percent in 2016.

In Michigan, it is illegal to drive with a blood alcohol content (BAC) of .08 or higher, although motorists can be arrested at any BAC level if an officer believes they are impaired. Motorists face enhanced penalties if arrested for a first-time drunk driving offense with a .17 BAC or higher.

Michigan law requires drivers, front seat passengers and passengers 15 and younger in any seating position to be buckled up. Children must be in a car seat or booster seat until they are 8 years old or 4'9" tall. Children under 4 years old must be in the back seat.

The *Drive Sober or Get Pulled Over* campaign is supported with federal traffic safety funds coordinated by the Michigan Office of Highway Safety Planning. Grant-funded impaired driving and seat belt enforcement is part of Michigan's Strategic Highway Safety Plan signed by Gov. Rick Snyder in 2013.